

ZONING ORDINANCE TEXT AMENDMENT APPLICATION

CITY OF CHARLOTTE

<i>FY2004</i> Petition #: <u>2005-007</u>
Date Filed: _____
Received By: _____
<i>Office Use Only</i>

Section #: **13.106** **Signs not requiring a permit**
 13.107 **Temporary signs requiring permits**
 9.906(e) **Signs, banners, flags and pennants**

Purpose of Change:

The purpose of this text amendment is to allow off-premise major event banners. Currently, the Zoning Ordinance addresses only on-premise signs: Section 13.106(12) permits on-premise, temporary, special event signs/banners for religious, charitable, civic, fraternal, or similar organizations, without a permit. Section 13.106(13) permits on-premise, temporary banners in non-residential districts, without a permit.

This text amendment would permit Off-premise, Major Event Banners that would require a permit. A Major Event Banner is one that informs the public of major events, open to the public, with community-wide interest or regional significance. Major events may include, but are not limited to, religious, educational, charitable, civic, fraternal, sporting, or similar events including, but not limited to, golf tournaments, festivals, and major or seasonal sporting events. No advertising copy is permitted on these banners other than up to 10% of the banner area can include the name of the sponsors/supporters, logos, recognized trademarks, symbols, or a description of the products, services, or activities provided by the sponsor/supporter. A number of requirements are detailed that relate to when, where, and how the banners may be displayed.

Because Uptown Charlotte is unique, this text amendment also permits Off-premise, Major Event Banners in the Uptown Mixed-Use zoning district (UMUD), however, the restrictions on size and height have been relaxed to allow larger banners, without a height limitation.

_____ Name of Agent	<u>Land Use and Environmental Services Agency</u> Name of Petitioner(s)
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_____ Signature of Agent	_____ Signature